



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

February 10, 2004

MEMBERS PRESENT: R. Gross, M. Holmes, M. Reynolds,
H. Roper, K. Sands

MEMBERS ABSENT: None

OTHERS PRESENT: Bruce Cosgrove, Fred Waters, Dee Rein,
Chamber of Commerce

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: Marilyn Hamner-Crout

TOTAL ATTENDANCE: 10

MEETING CONVENED: 4:00 p.m.

MEETING ADJOURNED: 5:45 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Sr. Commissioner Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and	It was suggested to hear the presentation of the Chamber of	
III. Public Comment	A time to speak on any item not on the agenda.		
IV. Approval of January 27, 2004, Minutes	Approval of minutes.	Deferred to next meeting.	
V. Fiscal Year 2003-2004 Budget Report		No report.	
VI. Funding Request	None		
VII. EDC Business	Overview of EDC and Marketing	<p>Rod Gross distributed a sheet containing a compilation of previous discussions on marketing strategies to encourage one-day trips to Auburn. He would like to have the Commission select three to five marketing areas and then put together a promotional campaign for those markets. The ratings were based upon the economic benefits of each.</p> <p>Gross said if he were to build an image for Auburn, it would be: an outdoor recreation center, a historical center, and a center for the arts. However, the economic benefit would not be as great. Whatever that image is, the residents and the business community must be educated about the marketing of that image.</p>	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Chamber of Commerce Presentation—Auburn MarketPlace, April 7, 2004	<p>He displayed a sample three-page (front and back makes six) flyer and demonstrated how individual single-page inserts then could promote recreation, history, and the arts, individually. Posters should be created to post around town, features on the City web site, and participation in trade shows promoting the arts offered locally. Kathy Sands suggested a reference to “fine art and handmades.”</p> <p>It was the consensus of the Commission to embrace the “outdoor recreation,” utilizing the information formulated by the “endurance” committee and then begin on the “fine art and handmades.” Gross said he would like to establish a task force made up of representatives from “endurance” community, the Art Council, Arts Commission, and the galleries.</p> <p>Richardson said that the Commission has the opportunity of advertising in the Sierra Visitors Guide. A half-page ad would run \$1,200. It was moved to recommend to City Council the appropriation of \$1,200 for a half-page, color ad in the Sierra Visitors guide.</p> <p>Bruce Cosgrove spoke on behalf of the Chamber of Commerce. A packet showing proposed costs of the Auburn MarketPlace was distributed. Cosgrove noted that now all the numbers are in place, it is apparent that the project is underfunded. The Chamber is requesting that the City underwrite the startup costs through in-kind services and cash. Cosgrove said the Chamber is looking forward to partnering with the City in the future marketing of Auburn.</p> <p>City Manager Bob Richardson reviewed the cost of in-kind services at approximately \$7,750 per year. Add the \$12,000 cash contribution, and it comes to an annual cost of \$19,750 to the City. Richardson said it is important to allow the Chamber the flexibility to apply funding where needed to ensure the success of the event. Mike Holmes said he would like to see a review of the event costs in twelve (12) months.</p> <p>It was moved to recommend to City Council the appropriation of in-kind services in the amount of \$7,750 and cash in the amount of \$12,000.</p>	<p>Motion: Holmes/Sands Approved (Ayes: 4 Noes: 1)</p> <p>Motion: Sands/Holmes Approved.</p>

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Endurance Capital Update	None	
VIII. Economic Development Commission Reports		None	
IX. Future Agenda Items			
X. Adjournment		Meeting was adjourned at 5:45 p.m. The next regular meeting will be held on Tuesday, February 24, 2004.	